



fountain

The Modern Hiring Guide for Call Centers

How to overcome recruiting challenges and set your talent acquisition team up for success

FOUNTAIN.COM

The Modern Hiring Guide

<u>Introduction</u>	3
<u>Part 1: The workforce has changed</u>	4
<u>Part 2: Today's hiring challenges</u>	7
<u>Part 3: The new recruiting standard</u>	10
<u>Part 4: The future of recruiting, screening, and onboarding</u>	14



Call Centers

Your call center is the central location for your customers. It plays a key role in driving loyalty for your brand. As complexity with product inquiries increases, 40% of consumers are likely to seek assistance from a representative over the phone.¹ One positive or negative experience can be the difference between keeping or losing a customer.

In a poll taken by Contact Babel, over half of respondents “agree” or “strongly agree” that HR issues, including recruitment, attrition, and agent skill set, are the leading factor in causing call centers to not reach their targets.²

Call centers experience some of the highest levels of attrition across industries. According to the Quality Assurance and Training Connection (QATC), they experience 30-45% turnover rates.³ With this being the case, it’s crucial that you have the right tools in place to hire these customer-facing positions.

1. “Well Actually, Americans Say Customer Service Is Better Than Ever.” Business Wire, 15 Dec. 2017, www.businesswire.com/news/home/20171215005416/en/WellActually-Americans-Customer-Service

2. Babel, Contact. “The US Contact Center Decision-Makers’ Guide 2017.” The US Contact Center Decision-Makers’ Guide 2017. www.contactbabel.com/pdfs/july16/US-CC-DMG-2017.pdf

3. Reynolds, Penny. “Exploring Call Center Turnover Numbers.” Quality Assurance and Training Connection, QATC, 23 Apr. 2015, qatc.org/winter-2015-connection/exploring-call-center-turnover-numbers